

SF Bay Area 511 and 511 Contra Costa Co-Branding and Marketing

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511 Statewide Workshop
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History of TDM in Contra Costa

- Preexisting TSM/TDM Programs –transportation and commute alternative information and outreach
- 1988 - Measure C ½ cent Sales Tax for Transportation
 - TSM/TDM Ordinance requirement-GMP
 - 1990 - Proposition 111 gas tax- Congestion Management Program TSM requirements
 - Contra Costa Transportation Authority approves funding and expenditure plan for these programs
 - Funds: Measure C; BAAQMD TFCA; CMAQ



History (continued)

- 1992- Countywide Contra Costa Commute Alternative Network Programs established
 - Employer outreach, residential, transit, carpool, vanpool, bike/ped, telework, alternative work schedules, GRH, etc.
- 1990's- MTC development of TravInfo phone system and website (1st iteration of 511 in Bay Area)
- 1996- first TRAKS/CCCAN website developed and launched in Contra Costa along with 22 real-time kiosks with ITS technology
 - Employer services info; real-time traffic; transit/BART info; rideshare options; SchoolPool, City/County/other agency links; park & ride lot map; link to MTC-funded rideshare agency site; other transportation links
- 2001- MTC takes over nine-county Regional Rideshare Program (RRP) and call center



511 and 511 Contra Costa

- 2002- MTC's launch of 511 phone system in SF Bay Area (phone, web, live traffic)
 - Included Take Transit Trip Planner, rideshare information and ridematching service, bicycling information and real-time traffic updates (Park & ride lot map, FasTrak, Spare the Air, etc.) other links
- 2005- Contra Costa Commute Alternative Network renamed 511 Contra Costa
 - 2005- 511 CC - One of three outside agencies to receive delegation by MTC for Employer Outreach – 511 partner agency
 - Easily identifiable services for public and others



GHG EMISSION REDUCTIONS

- GHG Emissions Reductions
 - Drive-alone VMT reduction translates to emissions reductions
 - 511 CC Programs have quantitatively demonstrated emissions reductions for all programs, per BAAQMD methodology
 - AB 32 and SB 375 Legislative Requirements
 - 511 CC involved in development of municipal and community-based Climate Change Action Plans and Sustainable Communities Strategies



Logo Development

- Early 2005- Worked with MTC's 511 staff on logo
 - design, color, font
 - Business cards, letterhead, etc., inclusion on website (www.511contracosta.org)
 - Co-branding-whenver collateral developed, use of new logo to avoid multiple logos
 - Cross-linking between MTC's 511 Rideshare pages and 511 Contra Costa



Logo

- MTC's logo



- 511 Contra Costa's Logo



MTC's 511 Logo Toolbox and Style Guide

- 511's branded color is green PMS 363C
- Descriptor Logos
 - The 511 logo is the sole identifying mark for 511, however, descriptor logos can be created for two types of partners with information through, or in partnership with 511.
 - Local 511 entities, e.g. 511 Contra Costa and 511 Silicon Valley
 - Alternative mediums that disseminate 511 information such as 511 TV and My 511SM



511 Contra Costa Programs

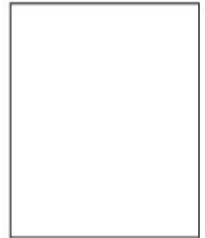
- Employer Services- consultations, training and assistance
- Residential Outreach
- Call Center
 - one-on-one assistance to commuters & employers
- Countywide Incentive Programs- Carpool/Transit, etc.
- SchoolPool –K-12 and College Programs
- Clean Fuel Vehicle & Infrastructure Program
- Website: www.511contracosta.org links to/from 511.org
 - Real time travel alerts and emergency information
- Bicycle Rack/Locker Project
- Rideshare Campaigns- STA, Rideshare Rewards
- Workshops on Telework, Carsharing, E-Lockers



Same Services... Different Name



511 Contra Costa
Care of CCTA
3478 Buskirk Avenue, Suite 100
Pleasant Hill, CA 94523



Contra Costa
G O M M U T E
A L T E R N A T I V E
N E T W O R K

← Same services, different name →



Mailer Announcement

511 Contra Costa is pleased to announce its partnership...



511 Contra Costa is partnering with the Metropolitan Transportation Commission's 511 system to improve Contra Costa County employers', residents' and commuters' access to the full range of services previously provided through CCCAN. For information on establishing employer trip reduction programs; vanpool, carpool and transit services and incentives; guaranteed and emergency ride home availability; and carpools to school, just visit www.511contracosta.org or call us toll-free at (888) 833-4499.

The 511 Contra Costa program is sponsored by the Contra Costa Transportation Authority and Contra Costa County's four regional transportation planning committees. Funding is provided through Contra Costa County's half-cent transportation sales tax, the Bay Area Air Quality Management District and the Metropolitan Transportation Commission.



Employer Outreach

- Total number of “active” employers
 - 1200+
- Representing over 230,000+ employees



Employer Services

- Referrals from jurisdictions for TDM assistance
 - Conditions of Approval; Parking & Schools
- Complimentary services for employers:
 - One-on-One employer/worksites consultations
 - Transportation surveys
 - Zip Code geo-maps for carpools/vanpools
 - Transit access and information assistance
 - Relocation services-assist with new commutes
 - Transportation/Health Fairs
 - Parking Management Programs/TDM Plans
 - Telework/CWW
 - Tax benefit programs- for employers and employees



Marketing Promotion

- Specially designed playing cards and promotion



Card Details

These specially designed playing cards provide whimsical enjoyment, while reminding the user of alternatives to driving alone to work. The deck has 52 playing cards, four suits and a 'joker' who is a drive alone commuter! The four suits represent four commute options: carpool in the '**diamond**' lane, join the '**club**' and bike to work, have a '**heart**' and take the train or BART, or trump your commute in '**spades**' on the bus.

Check out the fine details in the face cards which illustrate the four commute options. Can you find the bicycle seat, the diamond lane, the rail spike, the bus details and more? Give the deck a shuffle... in this game, every card's a winner!



Call today for your chance to win an
iPod Shuffle in our random drawing.
(925) 407-0355

Provided on behalf of the 20
Contra Costa jurisdictions.
Funded by the Contra Costa
Transportation Authority,
Metropolitan Transportation
Commission, and the Bay Area
Air Quality Management
District's Transportation Fund for
Clean Air. All rights reserved.



These specially designed playing cards
provide whimsical enjoyment, while detailing
commute options:

Carpool in the '**diamond**' lane
Join the '**club**' and bike to work
Have a '**heart**' and take the train or BART, or
Trump your commute in '**spades**' on the bus

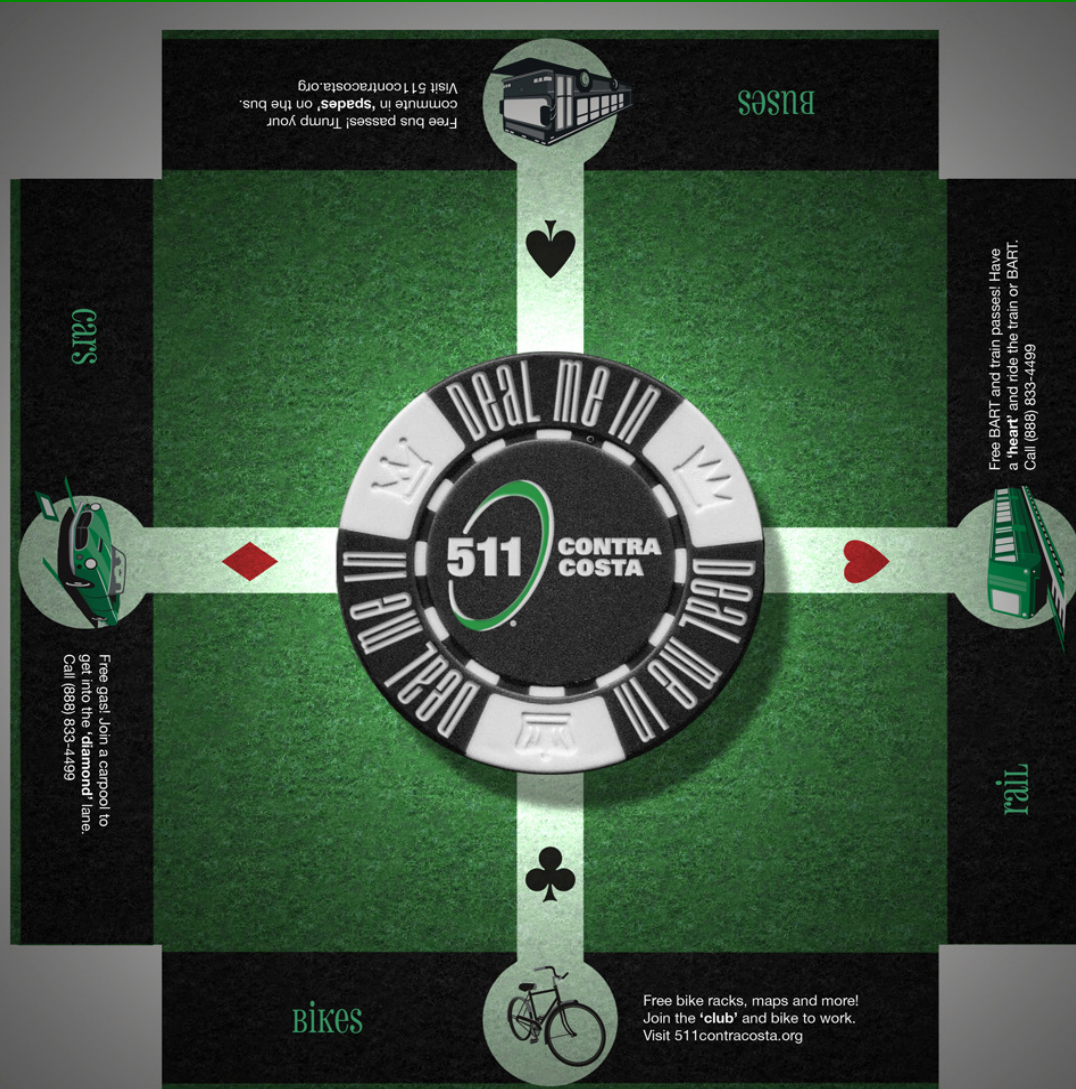
The deck has 52 cards, four suits and a
'joker' who is the drive alone commuter!
Check out the fine details on the face cards.
Can you find the bicycle seat, the diamond
lane, and more?

Contact 511 Contra Costa at
511contracosta.org or call (888) 833-4499
for free commuter services.

Designed by Adduci Studios. Use of these designs is
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511 Contra Costa.



Box Mailer



Marketing Graphic

- Incentive Program graphic



Other Programs/Services

- New Employee Packets- Rideshare Campaigns like Rideshare Rewards- a Co-branded incentive outreach program with MTC's 511 RRP-seamless to end user
- Incentive programs
 - Carpool Incentive Program-to, from and through commutes
 - Carpool to BART
 - Vanpool Incentive Program
 - Transit Incentive Program-includes route maps/schedules
 - Guaranteed Ride Home (for all employees working in Contra Costa)
 - Bike/Ped incentives



Carpool Incentive Program

- \$60 one-time incentive
- Ridematching assistance through MTC's 511 RRP web portal and 511 phone option
 - Info included in collateral and web

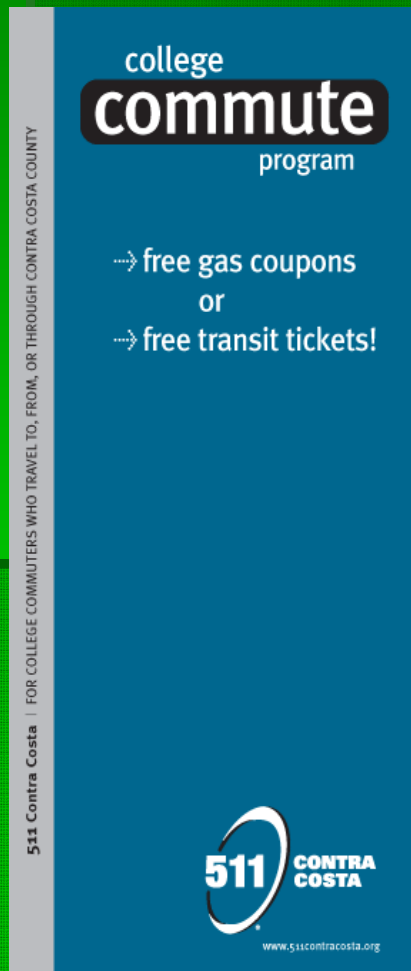


Transit Incentive Program

- Emphasis on:
 - All 27 transit agencies in SF Bay Area
 - Incentives for those transit services serving CCC, with links to other incentive programs offered in other counties or region-wide



College Commute Program



- Includes all community colleges, universities and technical colleges in Contra Costa
- Provides free \$60 gas cards for carpoolers or \$60 + transit tickets for those who previously drove alone

Co-Branding and Cooperation

- Two Transportation Disasters
 - I-80 Freeway closure/Multi-lane closure on most congested freeway segment in Bay Area due to landslide
 - Caltrans contacted 511 Contra Costa and MTC
 - Immediate press release/media blitz of alternative routes/detours, Park & Ride lot locations and pkg. availability; real-time travel information, immediate incentive program developed and media blitz; transit information; work with transit agencies for route diversions



Co-Branding and Cooperation

- McArthur Maze Meltdown
 - Key freeway interchange leading to the Bay Bridge closed due to truck incineration and freeway collapse; Caltrans alert
 - MTC and 511 CC staff coordinated outreach message, notification, media updates, identification of temp. park & ride lot locations, special \$100 transit incentive program developed and funding secured (within 24 hours) with joint media announcement with press releases and TV interviews
 - MTC and 511 CC staff contacts for updates
 - Detours announced and displayed on 511.org and 511contracosta.org websites



Branding Integration

- Green Business Program
- Climate Change Action Plans (AB 32)
- Sustainable Communities Strategies (SB 375)
- Emphasis on VMT reduction and GHG emissions reductions with access to “real time” and up-to-the-minute travel info



511 Contra Costa Website

- Bay Area transportation information-real time traffic
- Traffic alerts and announcements
- Countywide Incentive Programs
- Employer services; Commuter Check
- Links to other transportation sites/online
ridematching; 511.org; MTC; BAAQMD; CCTA
- Transit, carpool, vanpool, bike, walk, telework, CWW
- On-line forms, brochures, pledge forms
- Rideshare Promotions (Spare the Air, Bike to Work
Day, Regional Campaigns)
- Park and Rides; HOV lanes
- Casual Carpooling



www.511ContraCosta.org



- Website portal to all 511 Contra Costa programs and services
- 511.org Real Time Traffic
- Traffic alerts for Contra Costa (e.g. I-80 slide and May Day lane closures)
- 511 ridematch database

Link to 511.org

511.org -- Traffic - Windows Internet Explorer

http://traffic.511.org/sfgate/default.asp?refresh=5

File Edit View Favorites Tools Help

Google mywebsearch Search Smiley Central Fun Cards Ask.com

511.org -- Traffic

511 TRAFFIC On the phone. 511 On the web. 511.org On your way.

SF Bay Area MY 511 TRANSIT TRAFFIC RIDESHARE BICYCLING 511 HOME LINKS

Traffic Map with Driving Times
511 Driving TimesSM (text version)
Traffic Information (text version)
Breaking News & Construction
Predict-a-TripSM
FasTrakTM
511 Driving TimesSM Coverage
Carpool Lanes and Lots
Bay Bridge Seismic Retrofit Project
Local Traffic Information
Traffic Partners
MY 511SM
Skip Navigation
What is "skip navigation"?

SEARCH TRAFFIC: GO

En Español
Language Disclaimer
General Disclaimer

About 511 Traffic
Suggestions | Tell a Friend
Traffic Site Directory
FAQ | Contact Us

Traffic and Driving Times Map

Click on the map for traffic and driving-time information.
Dial-up users can go to [Traffic Information \(text version\)](#) for faster download times.

Legend:
No congestion (green)
Moderate (yellow)
Heavy (red)
Stop and go (black)
Closed (pink)
No data (grey)

Last refreshed: 10/23/08 2:08 p.m.

Breaking News & Construction

No breaking news or updates at this time.
[There are 14 construction messages.](#)

Calculate your driving time!

Popular 511 Driving TimesSM

- » Bay Bridge corridor (SF to MacArthur Maze):
16 min. (typical = 10 min.)
- » GG Bridge corridor (Toll Plaza to I-580):
15 min. (typical = 12 min.)
- » Richmond Bridge corridor (Hwy 101 to I-80):
14 min. (typical = 14 min.)
- » San Mateo Bridge corridor (Hwy 101 to I-880):
14 min. (typical = 13 min.)
- » Dumbarton Bridge corridor (Hwy 101 to I-880):
11 min. (typical = 12 min.)
- » I-80 (SF to Vallejo):
37 min. (typical = 32 min.)
- » I-680 (I-580 to Hwy 24):
15 min. (typical = 15 min.)
- » I-880 (Hwy 84 to I-980):
24 min. (typical = 27 min.)
- » Hwy 24 (Hwy 13 to I-680):
10 min. (typical = 10 min.)
- » Hwy 101 (I-280 to Bay Bridge-SF side):
9 min. (typical = 6 min.)
- » Hwy 4 (I-680 to Antioch):
14 min. (typical = 15 min.)
- » I-680 (San Jose to I-580):
29 min. (typical = 29 min.)
- » I-580 (I-680 to Livermore):
[-] min.

We've improved 511 phone voice recognition. Try it! Call 511.

Personalize your Bay Area Traffic Information with MY 511

start Disconnected - Blac... Inbox - Microsoft O... Classic Lambswool... 511.org -- Traffic - ... Website 511cc 10... Microsoft PowerPol... 2:08 PM

New Website Design



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